WHAT IS CLAIMED IS:

1. A sign-mounting system for mounting a graphic display to a supporting structure, the system comprising:

a stationary portion;

a rotating portion;

a bent arm spring;

the rotating portion rotatably connected to the stationary portion;

a first end of the bent arm spring coupled to the stationary portion;

a second end of the bent arm spring coupled to the rotating portion;

the bent arm spring being temporarily deformed into tension from an initial stable shape, when the rotating portion is rotated from an initial stable orientation with respect to the stationary portion;

the bent arm spring being sufficiently resilient to return to the initial shape after being temporarily deformed, restoring the rotating portion to the initial orientation.

2. The sign-mounting system as in claim 1, further comprising:

a hinge pin;

the hinge pin rotatably connecting the rotating portion and the stationary portion.

3. The sign-mounting system as in claim 1, the second end of the bent arm spring pivotally coupled to the rotating portion.

4. The sign-mounting system as in claim 1, further comprising:

a pivot pin;

the pivot pin pivotally coupling the second end of the bent arm spring to the rotating portion.

5. The sign-mounting system as in claim 1, further comprising:

a knuckle;

the knuckle extending at least part way around an axis about which the rotating portion rotates;

the knuckle preventing the second end of the bent arm spring from over-centering when the rotating portion is rotated from the initial orientation.

6. The sign-mounting system as in claim 1, further comprising:

a hinge pin;

a pivot pin;

the hinge pin rotatably connecting the rotating portion and the stationary portion;

the pivot pin pivotally coupling the second end of the bent arm spring to the rotating portion;

a knuckle extending at least part way around the hinge pin;

the bent arm spring being temporarily stretched from the initial shape, when the rotating portion is rotated from the initial orientation;

the knuckle preventing the pivot pin from over-centering when the rotating portion is rotated from the initial orientation.

7. The sign-mounting system as in claim 1, the stationary portion mountable to the supporting structure in either of at least two orientations with respect to the supporting structure.

8. The sign-mounting system as in claim 1, the stationary portion mountable to the supporting structure without separate fasteners.

9. The sign-mounting system as in claim 1,

the stationary portion further comprising at least one hook;

the hook mountable to the supporting structure.

10. The sign-mounting system as in claim 1,

the stationary portion further comprising at least two spring arms;

each of the spring arms comprising a first segment;

the first segment comprising a fixed end;

the fixed end coupled with a remainder of the stationary portion;

each of the spring arms further comprising a second segment;

the first and second segments of each of the spring arms coupled at a bend in the spring arm;

the second segment comprising a free end;

the second segment further comprising a notch;

each of the notches securingly engageable to an edge of an opening of the supporting structure;

the spring arms being sufficiently flexible to allow disengagement from the supporting structure.

11. The sign-mounting system as in claim 1,

the stationary portion further comprising at least one pair of first and second mounting extensions;

the first mounting extension facing and spaced apart from the second mounting extension;

the first and second extensions each comprising an outward surface;

at least one of the outward surfaces comprising a lip;

the lip securingly engageable to an edge of an opening of the supporting structure;

the extensions being sufficiently flexible to allow disengagement from the supporting structure.

12. The sign-mounting system as in claim 1, the stationary portion being formed of polypropylene.

13. A sign-mounting system for mounting a graphic display to a supporting structure, the system comprising:

a stationary portion;

a rotating portion;

the rotating portion rotatably connected to the stationary portion;

the stationary portion comprising a stationary helical sliding surface;

the rotating portion comprising a rotating helical sliding surface;

the stationary and rotating helical sliding surfaces sliding against each other, when the rotating portion is rotated from an initial stable orientation with respect to the stationary portion;

one, of the stationary and rotating portions, being temporarily deformed out of an initial stable shape, by force of the stationary and rotating sliding surfaces against each other when the rotating portion is rotated from the initial orientation;

the one, of the stationary and rotating portions, being sufficiently resilient to return to the initial shape after being temporarily deformed, restoring the rotating portion to the initial orientation by force of the stationary and rotating sliding surfaces against each other.

14. The sign-mounting system as in claim 13, further comprising:

a hinge pin;

the hinge pin rotatably connecting the rotating portion and the stationary portion.

15. The sign-mounting system as in claim 14, at least part of the temporary deformation of the one, of the stationary and rotating portions, being in a general direction of an axis of the hinge pin.

16. The sign-mounting system as in claim 13,

the stationary portion further comprising two outer hinge segments;

the rotating portion further comprising a rotating hinge segment;

the rotating hinge segment rotatably connected to the outer hinge segments;

the rotating hinge segment comprising the rotating helical sliding surface;

at least one of the outer hinge segments comprising the stationary helical sliding surface;

the two outer hinge segments temporarily being spread further away from each other when the rotating portion is rotated from the initial orientation.

17. The sign-mounting system as in claim 13,

the stationary portion further comprising a middle hinge segment;

the stationary portion further comprising two outer hinge segments;

the rotating portion further comprising two rotating hinge segments;

the rotating hinge segments rotatably connected to the middle and outer hinge segments;

the rotating helical sliding surface comprising at least two rotating helical sliding surfaces;

each of the rotating hinge segments comprising at least one of the at least two rotating helical sliding surfaces;

the stationary helical sliding surface comprising at least two stationary helical sliding surfaces;

each of the outer hinge segments comprising at least one of the at least two stationary helical sliding surfaces;

the two outer hinge segments temporarily being spread further away from the middle hinge segment when the rotating portion is rotated from the initial orientation.

18. The sign-mounting system as in claim 13, the stationary portion mountable to the supporting structure in either of at least two orientations with respect to the supporting structure.

19. The sign-mounting system as in claim 13, the stationary portion mountable to the supporting structure without separate fasteners.

20. The sign-mounting system as in claim 13,

the stationary portion further comprising at least one hook;

the hook mountable to the supporting structure.

21. The sign-mounting system as in claim 13,

the stationary portion further comprising at least two spring arms;

each of the spring arms comprising a first segment;

the first segment comprising a fixed end;

the fixed end coupled with a remainder of the stationary portion;

each of the spring arms further comprising a second segment;

the first and second segments of each of the spring arms coupled at a bend in the spring arm;

the second segment comprising a free end;

the second segment further comprising a notch;

each of the notches securingly engageable to an edge of an opening of the supporting structure;

the spring arms being sufficiently flexible to allow disengagement from the supporting structure.

22. The sign-mounting system as in claim 13,

the stationary portion further comprising at least one pair of first and second mounting extensions;

the first mounting extension facing and spaced apart from the second mounting extension;

the first and second extensions each comprising an outward surface;

at least one of the outward surfaces comprising a lip;

the lip securingly engageable to an edge of an opening of the supporting structure;

the extensions being sufficiently flexible to allow disengagement from the supporting structure.

23. The sign-mounting system as in claim 13 the one, of the stationary and rotating portions, being formed of polypropylene.

24. A sign-mounting system for mounting a graphic display to a supporting structure, the system comprising:

a stationary portion;

a rotating portion;

the rotating portion rotatably connected to the stationary portion;

the stationary portion further comprising at least two spring arms;

each of the spring arms comprising a first segment;

the first segment comprising a fixed end;

the fixed end coupled with a remainder of the stationary portion;

each of the spring arms further comprising a second segment;

the first and second segments of each of the spring arms coupled at a bend in the spring arm;

the second segment comprising a free end;

the second segment further comprising a notch;

each of the notches securingly engageable to an edge of an opening of the supporting structure;

the spring arms being sufficiently flexible to allow disengagement from the supporting structure.

25. The sign-mounting system as in claim 24,

the at least two spring arms comprising symmetrically opposing spring arms,

the symmetrically opposing spring arms securingly engageable to the supporting structure in either of at least two orientations with respect to the supporting structure.

26. The sign-mounting system as in claim 24,

the at least two spring arms comprising a pair of symmetrically opposing first and second spring arms;

the first segment of the first spring arm spaced apart from the first segment of the second spring arm;

the first segment of the first spring arm positioned between the first segment of the second spring arm and the second segment of the first spring arm;

the first segment of the second spring arm positioned between the first segment of the first spring arm and the second segment of the second spring arm;

the first and second spring arms disengageable from the supporting structure, when the respective second segments of the first and second spring arms are pushed toward each other.

27. The sign-mounting system as in claim 24,

the at least two spring arms comprising a pair of symmetrically opposing first and second spring arms;

the second segment of the first spring arm spaced apart from the second segment of the second spring arm;

the second segment of the first spring arm positioned between the second segment of the second spring arm and the first segment of the first spring arm;

the second segment of the second spring arm positioned between the second segment of the first spring arm and the first segment of the second spring arm;

the first and second spring arms disengageable from the supporting structure, when the respective second segments of the first and second spring arms are pushed away from each other.

28. The sign-mounting system as in claim 24,

the stationary portion further comprising at least one pair of first and second mounting extensions;

the first mounting extension facing and spaced apart from the second mounting extension;

the first and second extensions each comprising an outward surface;

at least one of the outward surfaces comprising a lip;

the lip securingly engageable to an edge of an opening of the supporting structure;

the extensions being sufficiently flexible to allow disengagement from the supporting structure.

29. The sign-mounting system as in claim 28, the at least one pair of first and second mounting extensions comprising at least two pair of first and second mounting extensions.

30. The sign-mounting system as in claim 28, each of at least two of the at least two spring arms comprising at least one of the mounting extensions.

31. The sign-mounting system as in claim 28, at least one of the at least two spring spring arms comprising the at least one pair of first and second mounting extensions.

32. The sign-mounting system as in claim 31,

the first segment of the at least one spring arm comprising the first mounting extension;

the second segment of the at least one spring arm comprising the second mounting extension.

33. The sign-mounting system as in claim 24,

the stationary portion further comprising at least one interior edge defining an opening;

the stationary portion mountable to the supporting structure, using a fastener extending through the opening of the stationary portion.

34. The sign-mounting system as in claim 24, further comprising:

a spring;

the spring being put in tension when the rotating portion is rotated from an initial stable orientation with respect to the stationary portion;

the spring being sufficiently resilient, after being put in tension, to restore the rotating portion to the initial orientation.

35. The sign-mounting system as in claim 34,

the spring being a torsion spring;

a first end of the spring coupled to the stationary portion;

a second end of the spring coupled to the rotating portion.

36. The sign-mounting system as in claim 34, the spring being a compression spring.

37. The sign-mounting system as in claim 34,

the stationary portion further comprising a stationary helical sliding surface;

the rotating portion comprising a rotating helical sliding surface;

the stationary and rotating helical sliding surfaces sliding against each other, when the rotating portion is rotated from the initial orientation;

the rotating portion being moved longitudinally relative to the stationary portion, by force of the stationary and rotating sliding surfaces against each other when the rotating portion is rotated from the initial orientation;

the spring being put in tension by longitudinal movement of the rotating portion, when the rotating portion is rotated from the initial orientation.

38. The sign-mounting system as in claim 24, further comprising:

a bent arm spring;

a first end of the bent arm spring coupled to the stationary portion;

a second end of the bent arm spring coupled to the rotating portion;

the bent arm spring being temporarily deformed into tension from an initial stable shape, when the rotating portion is rotated from an initial stable orientation with respect to the stationary portion;

the bent arm spring being sufficiently resilient to return to the initial shape after being temporarily deformed, restoring the rotating portion to the initial orientation.

39. The sign-mounting system as in claim 38, further comprising:

a hinge pin;

a pivot pin;

the hinge pin rotatably connecting the rotating portion and the stationary portion;

the pivot pin pivotally coupling the second end of the bent arm spring to the rotating portion;

a knuckle extending at least part way around the hinge pin;

the bent arm spring being temporarily stretched from the initial shape, when the rotating portion is rotated from the initial orientation;

the knuckle preventing the pivot pin from over-centering when the rotating portion is rotated from the initial orientation.

40. The sign-mounting system as in claim 24,

a cam;

a flexible tongue;

the tongue comprising a fixed end;

the tongue further comprising a free end;

the cam and the tongue sliding relative to each other, when the rotating portion is rotated from an initial stable orientation with respect to the stationary portion;

the free end of the tongue being displaced from an initial stable position relative to the fixed end of the tongue, by force of the cam and the tongue sliding against each other when the rotating portion is rotated from the initial orientation;

the tongue being put in tension by displacement of the free end of the tongue, when the rotating portion is rotated from the initial orientation;

the tongue being sufficiently resilient to return the free end to the initial position after being temporarily displaced, restoring the rotating portion to the initial orientation by force of the cam and the tongue sliding against each other.

41. The sign-mounting system as in claim 40,

the stationary portion further comprising the flexible tongue;

the rotating portion comprising the cam.

42. The sign-mounting system as in claim 24,

the stationary portion further comprising a stationary helical sliding surface;

the rotating portion comprising a rotating helical sliding surface;

the stationary and rotating helical sliding surfaces sliding against each other, when the rotating portion is rotated from an initial stable orientation with respect to the stationary portion;

one, of the stationary and rotating portions, being temporarily deformed out of an initial stable shape, by force of the stationary and rotating sliding surfaces against each other when the rotating portion is rotated from the initial orientation;

the one, of the stationary and rotating portions, being sufficiently resilient to return to the initial shape after being temporarily deformed, restoring the rotating portion to the initial orientation by force of the stationary and rotating sliding surfaces against each other.

43. The sign-mounting system as in claim 42,

the stationary portion further comprising a middle hinge segment;

the stationary portion further comprising two outer hinge segments;

the rotating portion further comprising two rotating hinge segments;

the rotating hinge segments rotatably connected to the middle and outer hinge segments;

the rotating helical sliding surface comprising at least two rotating helical sliding surfaces;

each of the rotating hinge segments comprising at least one of the at least two rotating helical sliding surfaces;

the stationary helical sliding surface comprising at least two stationary helical sliding surfaces;

each of the outer hinge segments comprising at least one of the at least two stationary helical sliding surfaces;

the two outer hinge segments temporarily being spread further away from the middle hinge segment when the rotating portion is rotated from the initial orientation.

44. The sign-mounting system as in claim 24,

the stationary portion further comprising at least one stationary helical sliding surface;

the rotating portion comprising at least one rotating helical sliding surface;

one, of the at least one stationary sliding surfaces, and one, of the at least one rotating sliding surfaces, sliding against each other, when the rotating portion is rotated from an initial stable orientation with respect to the stationary portion;

the rotating portion being moved longitudinally upward relative to the stationary portion, by force of the one, of the stationary sliding surfaces, and the one, of the rotating sliding surfaces, against each other when the rotating portion is rotated from the initial orientation;

the rotating portion being restored to the initial orientation, by force of the one, of the stationary sliding surfaces, and the one, of the rotating sliding surfaces, against each other, when the rotating portion is allowed to fall after being moved longitudinally upward.

45. The sign-mounting system as in claim 44, further comprising:

a hinge pin;

the hinge pin rotatably connecting the rotating portion and the stationary portion;

the rotating portion longitudinally movable along an axis of the hinge pin.

46. The sign-mounting system as in claim 44,

the at least one stationary helical sliding surface comprising first and second stationary sliding surfaces;

the at least one rotating helical sliding surface comprising first and second rotating sliding surfaces;

the first rotating sliding surface engageable with the first stationary sliding surface;

the second rotating sliding surface engageable with the second stationary sliding surface;

the one, of the stationary sliding surfaces, and the one, of the rotating sliding surfaces, which slide against each other when the rotating portion is rotated, being determined by an orientation of the stationary portion with respect to the supporting structure.

47. The sign-mounting system as in claim 46, the first and second stationary sliding surfaces spaced apart from each other a generally greater distance than the first and second rotating sliding surfaces are spaced apart from each other.

48. The sign-mounting system as in claim 46, the first and second rotating sliding surfaces spaced apart from each other a generally greater distance than the first and second stationary sliding surfaces are spaced apart from each other.

49. The sign-mounting system as in claim 24,

the rotating portion comprising a plurality of cascaded rotating portions;

each of the cascaded rotating portions rotatably connected to an adjacent one of the cascaded rotating portions.

50. The sign-mounting system as in claim 49, further comprising:

a first hinge pin;

the first hinge pin rotatably connecting the stationary portion and one of the cascaded rotating portions;

the one of the cascaded rotating portions longitudinally movable along an axis of the first hinge pin.

51. The sign-mounting system as in claim 49, further comprising:

a second hinge pin;

the second hinge pin rotatably connecting first and second ones of the cascaded rotating portions;

one of the first and second cascaded rotating portions longitudinally movable along an axis of the second hinge pin.

52. The sign-mounting system as in claim 49,

a first one of the cascaded rotating portions rotatably connected to the stationary portion;

the stationary portion comprising at least one stationary helical sliding surface;

the first cascaded rotating portion comprising at least one rotating helical sliding surface;

the first cascaded rotating portion further comprising at least one stationary helical sliding surface;

a second one of the cascaded rotating portions comprising at least one rotating helical sliding surface;

one, of the at least one stationary sliding surfaces of the first cascaded rotating portion, and one, of the at least one rotating sliding surfaces of the second cascaded rotating portion, sliding against each other, when the second cascaded rotating portion is rotated from an initial stable orientation with respect to the first cascaded rotating portion;

the second cascaded rotating portion being moved longitudinally upward relative to the first cascaded rotating portion, by force of the one, of the stationary sliding surfaces of the first cascaded rotating portion, and the one, of the rotating sliding surfaces of the second cascaded rotating portion, against each other when the second cascaded rotating portion is rotated from its initial orientation with respect to the first cascaded rotating portion;

the second cascaded rotating portion being restored to its initial orientation with respect to the first cascaded rotating portion, by force of the one, of the stationary sliding surfaces of the first cascaded rotating portion, and the one, of the rotating sliding surfaces of the second cascaded rotating portion, against each other, when the second cascaded rotating portion is allowed to fall after being moved longitudinally upward;

one, of the at least one stationary sliding surfaces of the stationary portion, and one, of the at least one rotating sliding surfaces of the first cascaded rotating portion, sliding against each other, when the first cascaded rotating portion is rotated from an initial stable orientation with respect to the stationary portion;

the first cascaded rotating portion being moved longitudinally upward relative to the stationary portion, by force of the one, of the stationary sliding surfaces of the stationary portion, and the one, of the rotating sliding surfaces of the first cascaded rotating portion, against each other when the first cascaded rotating portion is rotated from its initial orientation with respect to the stationary portion;

the first cascaded rotating portion being restored to its initial orientation with respect to the stationary portion, by force of the one, of the stationary sliding surfaces of the stationary portion, and the one, of the rotating sliding surfaces of the first cascaded rotating portion, against each other, when the first cascaded rotating portion is allowed to fall after being moved longitudinally upward.

53. The sign-mounting system as in claim 52,

the at least one stationary helical sliding surface of the stationary portion comprising first and second stationary sliding surfaces;

the at least one rotating helical sliding surface of the first cascaded rotating portion comprising first and second rotating sliding surfaces;

the at least one stationary helical sliding surface of the first cascaded rotating portion comprising third and fourth stationary sliding surfaces;

the at least one rotating helical sliding surface of the second cascaded rotating portion comprising third and fourth rotating sliding surfaces;

the first rotating sliding surface engageable with the first stationary sliding surface;

the second rotating sliding surface engageable with the second stationary sliding surface;

the third rotating sliding surface engageable with the third stationary sliding surface;

the fourth rotating sliding surface engageable with the fourth stationary sliding surface;

the helical sliding surfaces which slide against each other when the first cascaded rotating portion is rotated relative to the stationary portion being determined by an orientation of the stationary portion with respect to the supporting structure;

the helical sliding surfaces which slide against each other when the second cascaded rotating portion is rotated relative to the first cascaded rotating portion being determined by an orientation of the stationary portion with respect to the supporting structure.

54. The sign-mounting system as in claim 53, the first and second stationary sliding surfaces spaced apart from each other a generally greater distance than the first and second rotating sliding surfaces are spaced apart from each other.

55. The sign-mounting system as in claim 53, the first and second rotating sliding surfaces spaced apart from each other a generally greater distance than the first and second stationary sliding surfaces are spaced apart from each other.

56. The sign-mounting system as in claim 24, the stationary portion being formed of polypropylene.

57. A sign-mounting system for mounting a graphic display to a supporting structure, the system comprising:

a stationary portion;

a plurality of rotating portions;

each of the rotating portions rotatably connected to an adjacent one of the rotating portions;

a first one of the rotating portions rotatably connected to the stationary portion;

the stationary portion comprising at least one stationary helical sliding surface;

the first rotating portion comprising at least one rotating helical sliding surface;

the first rotating portion further comprising at least one stationary helical sliding surface;

a second one of the rotating portions comprising at least one rotating helical sliding surface;

one, of the at least one stationary sliding surfaces of the first rotating portion, and one, of the at least one rotating sliding surfaces of the second rotating portion, sliding against each other, when the second rotating portion is rotated from an initial stable orientation with respect to the first rotating portion;

the second rotating portion being moved longitudinally upward relative to the first rotating portion, by force of the one, of the stationary sliding surfaces of the first rotating portion, and the one, of the rotating sliding surfaces of the second rotating portion, against each other when the second rotating portion is rotated from its initial orientation with respect to the first rotating portion;

the second rotating portion being restored to its initial orientation with respect to the first rotating portion, by force of the one, of the stationary sliding surfaces of the first rotating portion, and the one, of the rotating sliding surfaces of the second rotating portion, against each other, when the second rotating portion is allowed to fall after being moved longitudinally upward;

one, of the at least one stationary sliding surfaces of the stationary portion, and one, of the at least one rotating sliding surfaces of the first rotating portion, sliding against each other, when the first rotating portion is rotated from an initial stable orientation with respect to the stationary portion;

the first rotating portion being moved longitudinally upward relative to the stationary portion, by force of the one, of the stationary sliding surfaces of the stationary portion, and the one, of the rotating sliding surfaces of the first rotating portion, against each other when the first rotating portion is rotated from its initial orientation with respect to the stationary portion;

the first rotating portion being restored to its initial orientation with respect to the stationary portion, by force of the one, of the stationary sliding surfaces of the stationary portion, and the one, of the rotating sliding surfaces of the first rotating portion, against each other, when the first rotating portion is allowed to fall after being moved longitudinally upward.

58. The sign-mounting system as in claim 57, further comprising:

a first hinge pin;

the first hinge pin rotatably connecting the stationary portion and the first rotating portion;

the first rotating portion longitudinally movable along an axis of the first hinge pin.

59. The sign-mounting system as in claim 57, further comprising:

a second hinge pin;

the second hinge pin rotatably connecting the first and second rotating portions;

the second rotating portion longitudinally movable along an axis of the second hinge pin.

60. The sign-mounting system as in claim 57,

the at least one stationary helical sliding surface of the stationary portion comprising first and second stationary sliding surfaces;

the at least one rotating helical sliding surface of the first rotating portion comprising first and second rotating sliding surfaces;

the at least one stationary helical sliding surface of the first rotating portion comprising third and fourth stationary sliding surfaces;

the at least one rotating helical sliding surface of the second rotating portion comprising third and fourth rotating sliding surfaces;

the first rotating sliding surface engageable with the first stationary sliding surface;

the second rotating sliding surface engageable with the second stationary sliding surface;

the third rotating sliding surface engageable with the third stationary sliding surface;

the fourth rotating sliding surface engageable with the fourth stationary sliding surface;

the helical sliding surfaces which slide against each other when the first rotating portion is rotated relative to the stationary portion being determined by an orientation of the stationary portion with respect to the supporting structure;

the helical sliding surfaces which slide against each other when the second rotating portion is rotated relative to the first rotating portion being determined by an orientation of the stationary portion with respect to the supporting structure.

61. The sign-mounting system as in claim 60, the first and second stationary sliding surfaces spaced apart from each other a generally greater distance than the first and second rotating sliding surfaces are spaced apart from each other.

62. The sign-mounting system as in claim 60, the first and second rotating sliding surfaces spaced apart from each other a generally greater distance than the first and second stationary sliding surfaces are spaced apart from each other.

63. The sign-mounting system as in claim 57, the stationary portion mountable to the supporting structure in either of at least two orientations with respect to the supporting structure.

64. The sign-mounting system as in claim 57, the stationary portion mountable to the supporting structure without separate fasteners.

65. The sign-mounting system as in claim 57,

the stationary portion further comprising at least one hook;

the hook mountable to the supporting structure.

66. The sign-mounting system as in claim 57,

the stationary portion further comprising at least two spring arms;

each of the spring arms comprising a first segment;

the first segment comprising a fixed end;

the fixed end coupled with a remainder of the stationary portion;

each of the spring arms further comprising a second segment;

the first and second segments of each of the spring arms coupled at a bend in the spring arm;

the second segment comprising a free end;

the second segment further comprising a notch;

each of the notches securingly engageable to an edge of an opening of the supporting structure;

the spring arms being sufficiently flexible to allow disengagement from the supporting structure.

67. The sign-mounting system as in claim 57,

the stationary portion further comprising at least one pair of first and second mounting extensions;

the first mounting extension facing and spaced apart from the second mounting extension;

the first and second extensions each comprising an outward surface;

at least one of the outward surfaces comprising a lip;

the lip securingly engageable to an edge of an opening of the supporting structure;

the extensions being sufficiently flexible to allow disengagement from the supporting structure.

68. The sign-mounting system as in claim 57, the stationary portion being formed of polypropylene.

69. A sign-mounting system for mounting a graphic display to a supporting structure, the system comprising:

a stationary portion;

a rotating portion;

means for automatically restoring the rotating portion to an initial stable orientation with respect to the stationary portion, after the rotating portion is rotated from the initial orientation;

means for mounting the stationary portion to the supporting structure in either of at least two orientations of the stationary portion with respect to the supporting structure.

70. The sign-mounting system as in claim 69, the mounting means mountable without separate fasteners.

71. The sign-mounting system as in claim 69, at least one of the stationary and rotating portions being formed of polypropylene.